



United States Department of Agriculture
National Agricultural Statistics Service

FOLIAGE, FLORICULTURE AND CUT GREENS



Cooperating with the Florida Department of Agriculture & Consumer Services

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August 7, 2007

FLORIDA

FOLIAGE PLANTS

Florida leads the Nation in sales of potted foliage for indoor use and foliage hanging baskets with sales of \$366.4 million dollars during 2006, down 26 percent from the \$494.0 million sold in 2005, reflecting the damage from devastating hurricanes that hit the State during the fall of 2004 and 2005. Foliage grower numbers declined from 332 for 2005 to 301 for 2006 with several going out of business due to economic damages resulting from the adverse weather. Potted foliage sales accounted for \$335.7 million of the 2006 total, while the sales of foliage hanging baskets totaled nearly \$30.7 million. During the previous year, potted foliage sales totaled \$447.7 million, while sales of hanging baskets totaled \$46.3 million. Florida's foliage growers used 162,236,000 square feet to produce baskets and potted foliage during 2006, down from the 2005 revised area of 210,373,000 square feet. The 86 firms with sales of foliage totaling a million dollars or more in 2006 accounted for nearly 80 percent of all sales or \$291,385,000. During 2005, 96 growers with foliage sales of a million or more accounted for nearly 84 percent of all foliage sales, or \$413,572,000. Producers in the million dollar sales or more class, used 105,760,000 square feet to produce foliage plants during 2006 compared with 149,963,000 square feet the previous year.

Foliage gross sales in the southeast, which includes the counties of Broward, Dade, and Palm Beach, totaled \$186,037,000 during 2006 which represents nearly 51 percent of all 2006 foliage sales compared with \$323,965,000 or nearly 66 percent of all 2005 sales.

TOPICS IN THIS REPORT for Firms with	Number of firms		Value of sales	
	2005	2006	2005	2006
			<i>Million dollars</i>	
\$10,000 or more sales ^{1/}	932	832	956.6	800.4
\$100,000 or more sales ^{2/}	550	530	938.8	786.6
Foliage Plants	332	301	494.0	366.4
Bedding/Garden Plants	73	72	131.8	118.8
Propagative Materials	41	52	95.2	95.5
Potted Flowering Plants	85	89	96.0	79.8
Cut Cultivated Greens	103	105	78.9	79.4
Herbaceous Perennials	37	35	27.9	29.8
Cut Flowers	11	13	15.0	16.9

^{1/} Estimates by product not available. Sales for growers below \$100,000 estimated by multiplying the number of firms in each sales category by the mid-point of each dollar value range. ^{2/} Product sales may not add to total due to rounding.

FOLIAGE PLANTS: Number of commercial producers with \$100,000 plus sales, square feet in production, and value of sales by area and sales categories, 2005 and 2006, **FLORIDA**^{1/}

	Number of firms		Square feet in production ^{2/}				Value of sales ^{3/}	
			Covered area		Open area			
	2005	2006	2005	2006	2005	2006	2005	2006
Area	Number		1,000 square feet				1,000 dollars	
Apopka ^{4/}	159	146	28,003	24,426	815	966	133,770	145,136
Southeast ^{5/}	126	112	95,389	57,549	66,363	59,174	323,965	186,037
Other	47	43	16,932	18,814	2,871	1,307	36,293	35,241
All areas	332	301	140,324	100,789	70,049	61,447	494,028	366,414
Sales Categories								
\$1-\$99,999 ^{6/}	17	14	140	284	48	96	693	477
\$100,000-\$249,999	80	82	7,916	8,690	3,714	3,077	12,253	13,091
\$250,000-\$499,999	77	61	11,758	8,021	2,885	5,191	26,525	22,253
\$500,000-\$999,999	62	58	21,643	21,711	12,306	9,406	40,985	39,208
\$1,000,000-& over	96	86	98,867	62,083	51,096	43,677	413,572	291,385
All sales	332	301	140,324	100,789	70,049	61,447	494,028	366,414

^{1/} 2006 preliminary, 2005 revised. ^{2/} Square footage utilized for producing both hanging baskets and potted foliage was counted only once; however, those firms having some area exclusively for hanging baskets, the questionnaire design did not have sufficient detail to pick up this portion of the hanging basket area. ^{3/} Equivalent gross wholesale value of all sales, may not compare with previous years values which were value less the cost of propagative material. ^{4/} Includes Lake, Orange, and Seminole counties. ^{5/} Includes Broward, Dade, and Palm Beach counties. ^{6/} Includes firms that had over \$100,000 in value of total sales from all nursery products included in the survey but had sales of less than \$100,000 for foliage plants.

GROWERS WITH SALES OF ALL FLORICULTURE PRODUCTS OVER \$100,000

Wholesale value of all products, foliage, and cut flowers, 2005 and 2006 in selected States^{1/}

State (Rank) ^{2/}	All Products		Foliage Plants						All Cut Flowers	
			All Foliage		Potted Foliage		Hanging Baskets			
	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006
	1,000 dollars									
FLORIDA (2)	938,805	786,614	494,028	366,414	447,727	335,714	46,301	30,700	15,011	16,939
California (1)	1,004,871	1,007,463	103,616	97,893	91,955	87,501	11,661	10,392	303,311	315,543
Michigan (3)	367,416	363,158	4,453	4,837	3,140	3,248	1,313	1,589	9,240	6,643
Texas (4)	270,386	256,468	19,787	19,301	14,666	13,475	5,121	5,826	3/	3/
North Carolina (5)	172,428	190,334	6,607	6,465	3,193	2,294	3,226	3,272	3,236	4,396
New York (6)	178,116	185,255	3,132	5,453	2,674	4,134	458	1,319	2,695	2,920
Ohio (7)	154,701	162,308	5,165	4,718	3,193	2,294	1,972	2,424	3/	3/
New Jersey (8)	150,909	158,494	2,897	3,049	2,073	2,286	824	763	11,009	11,573
Pennsylvania (9)	147,673	144,571	3,715	4,098	2,631	2,878	1,084	1,220	2,058	3/
Illinois (10)	112,092	119,091	3,829	7,600	2,751	6,571	1,078	3/	719	552
Washington (11)	111,055	118,932	1,827	2,026	1,196	1,257	631	769	18,715	20,088
South Carolina (12)	96,280	93,397	3,021	3,041	3/	3/	914	754	3/	3/
Oregon (13)	99,543	88,701	1,911	1,600	891	3/	1,020	850	10,013	10,752
Maryland (14)	87,643	84,370	1,503	784	3/	3/	570	643	3/	3/
Hawaii (15)	63,167	63,329	17,056	15,254	16,880	15,143	176	3/	16,920	17,367
15-State Other Sts ^{3/}	13,939	12,427			3,040	3,178		1,140	2,957	4,564
Total	3,969,024	3,834,912	672,547	542,533	596,198	480,872	76,349	61,661	395,884	411,337

Wholesale value of bedding plants, potted flowering plants, and propagative materials,
2005 and 2006 in selected States^{1/}

State (Rank) ^{2/}	Bedding/Garden Plants				Propagative Materials		Flowering Potted Plants			
	Annual Bedding/ Garden Plants		Herbaceous Perennials				All Flowering Potted Plants		Poinsettias	
	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006
	1,000 dollars									
FLORIDA (2)	131,796	118,776	27,905	29,842	95,188	95,489	96,012	79,791	16,277	11,588
California (1)	238,267	231,199	74,316	70,186	66,678	63,529	198,357	205,990	30,330	36,249
Michigan (3)	183,510	192,861	53,615	45,970	82,619	81,587	33,979	30,750	11,553	11,520
Texas (4)	173,049	156,058	27,103	30,449	6,880	11,715	43,567	37,891	16,127	15,848
North Carolina (5)	93,366	108,712	29,877	32,405	^{3/}	^{3/}	39,342	38,356	17,784	17,103
New York (6)	82,706	82,102	27,323	27,000	12,332	17,492	49,928	50,288	12,149	12,488
Ohio (7)	84,228	87,404	37,494	39,394	11,331	10,987	16,483	19,805	10,475	11,956
New Jersey (8)	53,143	58,201	35,783	45,834	13,463	10,616	28,614	29,221	10,244	9,266
Pennsylvania (9)	59,422	61,708	19,177	18,930	23,871	20,673	39,430	39,162	13,034	12,790
Illinois (10)	41,880	47,986	40,098	39,178	6,203	6,687	19,363	17,088	9,994	9,897
Washington (11)	37,915	36,606	26,133	26,533	19,578	26,017	6,887	7,662	4,309	5,176
South Carolina (12)	14,294	12,241	63,195	67,484	^{3/}	^{3/}	15,770	10,631	7,178	5,939
Oregon (13)	38,199	32,910	14,760	14,240	9,960	2,704	18,997	21,941	2,278	2,204
Maryland (14)	56,365	51,298	17,425	19,439	4,649	4,652	7,701	8,197	6,056	5,761
Hawaii (15)	2,782	3,051	50	462	3,341	3,359	22,497	23,152	1,477	1,410
15-State Other Sts ^{3/}					8,989	7,763				
Total	1,296,922	1,281,113	494,254	507,346	365,082	363,270	636,927	619,925	169,265	169,195

^{1/} Equivalent wholesale value of all sales for all crops.

^{2/} State rank based on sales of all floriculture products.

^{3/} Included in Other States to avoid disclosure of individual operations.

POTTED FLOWERING PLANTS: Number of commercial firms, number of pots, and value of sales at wholesale, 2005 and 2006, **FLORIDA**

Crop	Number of producers		Number of pots less than 5 inches		Number of pots 5 inches or more		Total quantity sold		Value of sales at wholesale ^{1/}	
	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006
	<i>Number</i>		<i>1,000 pots</i>		<i>1,000 pots</i>		<i>1,000 dollars</i>			
Orchids	39	45	2,890	2,124	3,316	2,634	6,206	4,758	47,266	37,248
Poinsettias	33	28	877	679	3,508	2,254	4,385	2,933	16,277	11,588
Chrysanthemums, Florist	11	9	176	^{2/}	1,092	1,208	1,268	1,208	3,803	3,742
Roses, Florist	8	7	^{2/}	^{2/}	326	298	326	298	1,537	1,995
Spring Flowering Bulbs	7	10	78	^{2/}	380	411	458	411	1,419	1,431
Easter Lilies	10	10	NA	NA	291	346	291	346	1,179	1,360
African Violets	7	7	518	462	42	70	560	532	744	879
Other Potted Flowering ^{3/}	31	34	3,479	^{2/}	3,999	6,401	7,478	6,401	22,209	19,920

^{1/} Equivalent wholesale value of retail and wholesale sales.

^{2/} Pot sizes have been combined into category with greatest production to avoid disclosure of individual operations.

^{3/} Excludes Azaleas.

BEDDING/GARDEN PLANTS AND BASKETS: Number of commercial firms, number of pots, baskets, and flats sold, and value of sales at wholesale, 2005 and 2006, **FLORIDA** ^{1/}

Crops	Number of producers		Number of pots less than 5 inches		Number of pots 5 inches or more		Wholesale price less than 5 inches		Wholesale price 5 inches or more		Value of sales at wholesale ^{2/}	
	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006
	<i>Number</i>		<i>1,000 pots</i>		<i>1,000 pots</i>		<i>Dollars</i>		<i>Dollars</i>		<i>1,000 dollars</i>	
Impatiens	48	51	14,831	11,515	1,176	2,069	0.62	0.66	1.79	1.94	11,300	11,614
Hardy/Garden Mums	23	19	^{3/}	5,493	5,257	^{3/}	^{3/}	1.63	1.69	^{3/}	8,895	8,965
Begonias	43	45	9,036	8,517	553	705	0.79	0.78	1.53	1.74	7,985	7,870
Impatiens, New Guinea	37	39	1,185	665	2,389	2,099	1.19	1.24	2.26	2.27	6,809	5,589
Geraniums from Cuttings	33	33	1,181	798	3,244	1,698	0.68	0.78	1.99	2.29	7,259	4,511
Petunias	40	42	3,524	3,273	1,036	1,109	0.65	0.64	2.02	1.89	4,383	4,191
Pansies/Violas	30	32	3,826	3,904	776	^{3/}	0.62	0.83	1.70	^{3/}	3,691	3,256
Vegetable Type Plants ^{4/}	22	17	4,610	1,158	1,213	1,173	0.80	0.95	1.70	1.69	5,750	3,082
Marigolds	32	32	3,061	3,111	522	477	0.63	0.62	1.73	1.76	2,831	2,768

Crops	Number of producers		Unit	Quantity sold		Wholesale price		Value of sales at wholesale ^{2/}	
	2005	2006		2005	2006	2005	2006	2005	2006
	<i>Number</i>			<i>1,000 units</i>		<i>Dollars</i>		<i>1,000 dollars</i>	
Petunias	11	5	Flats	273	281	7.41	7.65	2,023	2,150
Vegetable Type Plants ^{3/}	9	5	Flats	221	167	6.44	9.34	1,423	1,560
Pansies/Violas	8	6	Flats	93	115	7.90	8.02	735	922
Impatiens	20	22	Baskets	281	563	4.74	4.89	1,332	2,753
Petunias	14	14	Baskets	251	289	5.21	5.42	1,308	1,566
Impatiens, New Guinea	19	18	Baskets	298	167	3.25	4.89	969	817
Geraniums from Cuttings	16	17	Baskets	139	145	4.89	4.96	680	719
Begonias	13	13	Baskets	90	93	4.62	4.80	416	446
Other Herbaceous Perennials ^{5/}	26	28	Pots	7,593	8,000	2.48	2.59	18,836	20,680

^{1/} Unfinished plants sold to other producers are not included.

^{2/} Equivalent wholesale value of retail and wholesale sales.

^{3/} Quantity and price combined into pot size with greatest production to avoid disclosure of individual operations.

^{4/} For home garden use.

^{5/} Excludes Hostas.

CUT CULTIVATED GREENS:

Florida remains the Nation's leader in sales of cut cultivated greens among the 15 States surveyed. Florida sales of all cut greens during 2006 totaled about \$79 million, 73 percent of the value for all cut greens sold in the 15 States surveyed. The 2006 value was one percent above the 2005 value of \$78 million. Leatherleaf ferns represented \$45.7 million of the 2006 total versus \$48.4 million in 2005. Growers sold nearly 44 million bunches of leatherleaf ferns in 2006 at an average price of \$1.04 per bunch. The 2005 leatherleaf price averaged to \$1.02 per bunch. Sales of other cut greens totaled \$33.7 million, up 11 percent from the \$30.5 million sold in 2005. Pierson, Florida is the heart of the "Fern Capital of the World". Growers in Pierson and the surrounding areas of North Central Florida grow a wide variety of ferns and other greens.

CUT CULTIVATED GREENS: Number of commercial producers with \$100,000 or more sales of all floriculture products, bunches sold and value of sales, by States, 2005 and 2006

Selected States and crops	Number of firms		Quantity sold		Total value of sales ^{1/}	
	2005	2006	2005	2006	2005	2006
	<i>Number</i>		<i>1,000 bunches</i>		<i>1,000 dollars</i>	
FLORIDA						
Leatherleaf Ferns	85	87	47,464	43,955	48,413	45,713
All other cut greens	91	93	^{2/}	^{2/}	30,452	33,650
OTHER 15-STATES ^{3/}						
Leatherleaf Ferns	4	7	1,749	1,143	2,255	1,647
All other cut greens	14	6	^{2/}	^{2/}	941	60
TOTAL						
Leatherleaf Ferns	89	94	49,213	45,098	50,668	47,360
All other cut greens	171	176	^{2/}	^{2/}	56,740	62,028

^{1/} Value of all sales at wholesale level including harvesting costs.

^{2/} Bunches are not comparable in this category as units differ depending on crop variety.

^{3/} Other 15 States with sales of Cut Cultivated Greens for 2005 and 2006 include: CA, HI, MI, NJ, NY, NC, OH, OR, SC, TX, and WA

ALL FLORICULTURE PRODUCTS: Number of commercial producers with \$10,000 or more sales, by sales categories, and area in production, by type of cover, 2005 and 2006, **FLORIDA** ^{1/}

Sales categories	Number		Glass greenhouses		Fiberglass and other rigid greenhouses		Film plastic greenhouses		Shade and other cover		Open ground	
	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006
			<i>1,000 square feet</i>								<i>Acres</i>	
\$100,000 or more	550	530	4,831	5,028	8,458	7,289	56,847	44,552	286,260	271,244	7,910	7,629
\$10,000 or more	932	832	4,992	5,118	9,042	7,803	60,359	46,515	308,158	285,691	8,736	8,402
\$10,000 - \$19,999	57	57										
\$20,000 - \$39,999	113	75										
\$40,000 - \$49,999	45	38										
\$50,000 - \$99,999	167	132										
\$100,000 - \$499,999	283	274										
\$500,000 or more	267	256										

^{1/} Areas by sales category not available.